

SHORTLIST 2022

Print & Publishing



Title	Brand	Product / Service	Entrant Company	Location
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
LIST OF HOPE	SOGO & SEIBU CO., LTD.	DEPARTMENT STORE	FRONTAGE INC. Tokyo	JAPAN
A05 Consumer Services / Business to Business				
SCARIER	ACKO	ACKO INSURANCE	ACKO GENERAL INSURANCE LIMITED Bangalore	INDIA
SCARIEST	ACKO	ACKO INSURANCE	ACKO GENERAL INSURANCE LIMITED Bangalore	INDIA
BOOK OF LIMBO	BELONG	BELONG MOBILE AND INTERNET	HOWATSON + COMPANY Sydney	AUSTRALIA
A06 Not-for-profit / Charity / Government				
FIREFIGHTERS DON'T LIKE FIRE MOVIES	FIRE AND EMERGENCY NEW ZEALAND	FIRE SAFETY AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND
THE BIRDS & THE BEES	UNITED NATIONS DEVELOPMENT PROGRAMME	THE BIRDS & THE BEES	WUNDERMAN THOMPSON Melbourne	AUSTRALIA
B01 Innovative and Adapted use of Print & Publishing				
HOPE FOR HOMETOWN	25HOURS	TENCENT	TENCENT GAMES Shenzhen	CHINA
BOOK OF LIMBO	BELONG	BELONG MOBILE AND INTERNET	HOWATSON + COMPANY Sydney	AUSTRALIA
C01 Local Brand				
13865 BLACK DOTS AND 2 RED DOTS.	NAGASAKI SHIMBUNSHA	NAGASAKI SHIMBUN	DENTSU INC. Tokyo	JAPAN
C05 Cultural Insight				
HIDDEN ART SIGHTAMA	SAITAMA CITY	SAITAMA CITY	DENTSU INC. Tokyo	JAPAN
GFNW NEWSPAPER	NETFLIX /BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	SERIES	SOUR BANGKOK	THAILAND
C07 Corporate Purpose & Social Responsibility				
BREATHE	ST LUKE'S MEDICAL CENTER	ST LUKE'S MEDICAL CENTER	TBWA/SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES